



ENGINEERING DEPARTMENT
276 Fourth Avenue
Chula Vista, CA 91910



CHULA VISTA POLICE DEPARTMENT
315 Fourth Avenue
Chula Vista, CA 91910

STOP on RED



It won't kill you to stop.

A joint effort from the City of Chula Vista's
**ENGINEERING and
POLICE DEPARTMENTS**

You don't have time to go to the emergency room today.

Lives are lost and people are seriously injured when drivers run red lights.

Collisions caused by drivers who don't stop on red are among the most devastating crashes -- almost half result in injury.

56% of Americans admit they've run red lights, often in an effort to save time.

28% of Chula Vistans report witnessing red light running every day.

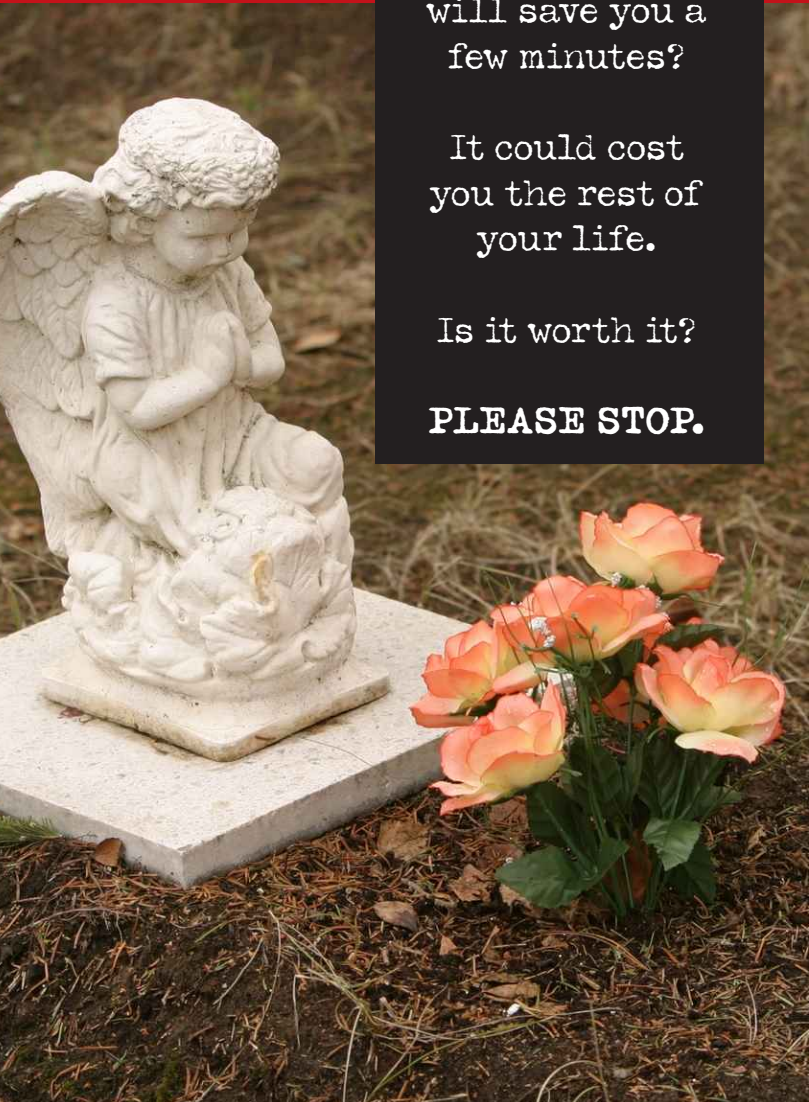


You think running the red light will save you a few minutes?

It could cost you the rest of your life.

Is it worth it?

PLEASE STOP.



BE SAFE

- 1. Keep an eye out for traffic signals.**
Forty percent of red light running crashes happen because drivers do not see the traffic signals.
- 2. Don't try to beat the yellow light.**
Twenty-five percent of red light crashes happen because drivers try to make it through the yellow light in time.
- 3. Don't intentionally run a red light.**
Be patient, and save yourself and others a trip to the hospital...or the morgue.

What we're doing to help keep you and your family safe:

The Engineering and Police Departments are working together on a comprehensive Neighborhood Traffic and Pedestrian Safety Program that includes a focus on major intersection safety.

- We're surveying residents to learn which intersections you think are the most dangerous.
- Intersections with the most collisions and highest resident concern levels are being studied to identify potential engineering enhancements.
- We're undertaking a major public awareness campaign about red light running and other risky driving behaviors.
- City officials are assessing the possible effectiveness and appropriateness of red light cameras at dangerous intersections throughout the city.
- The Police Department is testing new enforcement methods at high-collision intersections.

To learn more, go to www.chulavistaca.gov/trafficsafety

It won't kill you to stop.

But it might kill you if you don't.